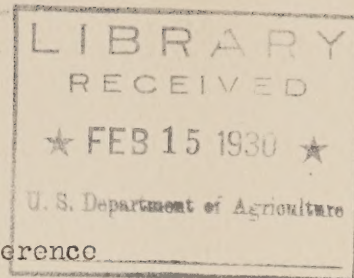


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AGRICULTURAL OUTLOOK EXTENSION WORK IN 1930

A Brief Report of the Discussions in the General Conference

At the National Agricultural Outlook Conference held in Washington, D. C., January 20 to 25, representatives of the State Agricultural College or the Extension Service were in attendance from 45 States. Word from all States indicates attention to outlook extension work. The intensity of the campaign in different States will be in proportion to the trained personnel and the other local conditions. Much attention to ways and means of getting the outlook information into the hands and minds of farmers was given by the State Extension Service delegates.

In these discussions the following points were emphasized:

1. That the aim of agricultural outlook extension work is to help the farmer in planning production programs ahead of planting or breeding season through the study of facts bearing upon probable conditions at the time the year's production is ready for market.
2. That the outlook extension program must be based upon facts that convey outlook significance and value, interpreted by regions and by types and systems of farming.
3. That the outlook program should get into county extension plans and programs and be a continuous year-in year-out consideration.
4. That the outlook information to be the most effective must be disseminated to large numbers of farmers at timely periods when production plans are under consideration.
5. That the trend in extension outlook work in the different States is more toward its being considered a year-round activity.
6. That county agents now giving little or no attention to outlook and related work should take careful stock of their full program to find ways and means of devoting more time to economic considerations.

Much thought was given to ways and means of improving outlook extension work this year.

In practically all States the extension economists in charge of outlook work prepare or help prepare the State agricultural outlook reports. In this task this year more emphasis will be placed upon individual contacts and conferences with commodity subject-matter specialists and departments. Following this procedure of getting assistance

and cooperation, the Extension Services in many States will also hold group conferences of commodity specialists to go over and discuss the full report. In most States this will immediately be followed by State or regional conferences of county agents.

The idea back of all this procedure is to obtain a better understanding on the part of all in order that a more coordinated effort can be obtained in outlook extension work.

It was forcefully emphasized in the discussions of the conference that the States most successful in enlisting the support of county agents and commodity specialists in outlook extension work were those that included in their programs only the outlook facts that have a real outlook significance and which have been interpreted by regions, systems of farming, and farm organization. Those county agents who have 30 to 50 farm accounts or enterprise cost accounts kept and analyzed each year will be better able to make an effective contribution to the practical analysis of outlook information for the region and the individual county. This demonstrates a practical, definite means of adapting the national program to local farm organization and management conditions and needs. As this place which outlook work can fill in the field of farm management and marketing become better understood, it was felt that it will increasingly be brought into the local extension program. This matter of increased emphasis in local community meetings on the effect of different changes on the success of the farm business as a whole was stressed by those States that have been quite successful in such work as essential in the long-time success of outlook extension work. This method of procedure enables consideration of the long-time as well as the annual outlook situation.

The dissemination of outlook information will be accomplished in the following manner:

1. By the distribution of the National and State outlook reports.
2. Through the publication of weekly or monthly outlook data or through other timely commodity publications.
3. Through publicity in the daily, weekly, and monthly press and by radio.
4. Through meetings and conferences. These meetings will be of several kinds -- those especially held for general or all commodity outlook discussions, those held for separate commodities, and those held by county agents or commodity specialists for different occasions.
5. By the distribution at meetings of especially prepared pamphlets.

In the distribution of bulletins and the holding of meetings, the extension economists, the commodity specialists, the county agents, and local leaders will all cooperate.

In conclusion, it seems evident from the discussions at this conference of the plans prepared by State men for outlook extension work in 1930, that it will represent the best organized and coordinated outlook extension program so far attempted.

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